CLAIMS:

1. A liquid crystal displaying apparatus capable of displaying a color image comprising a liquid crystal panel in which each main pixel unit including a red sub-pixel, a green sub-pixel, a blue sub-pixel and a luminance-enhancing sub-pixel characterized by comprising:

calculation means for calculating digital output values Ro, Go and Bo for driving said red sub-pixel, said green sub-pixel and said blue sub-pixel, respectively, from digital input values Ri, Gi and Bi respectively for said red sub-pixel, said green sub-pixel and said blue sub-pixel and a predetermined digital value W for driving said luminance-enhancing sub-pixel so that a relationship of Ri:Gi:Bi = (Ro+W):(Go+W):(Bo+W) is satisfied, said values Ri, Gi and Bi being obtained from an input color image.

2. A liquid crystal displaying apparatus according to claim 1 characterized in that said digital value W is obtained in accordance with a function represented by a formula W = f(Ymin) where Ymin is a minimum value of said digital input values for said red sub-pixel, said green sub-pixel and said blue sub-pixel.

3. A liquid crystal displaying apparatus according to claim 1 characterized in that said digital value W is obtained in accordance with a function represented by a formula W = f(Ymax, Ymin) where Ymax and Ymin are a maximum value and a minimum value, respectively, of said digital input values for said red sub-pixel, said green sub-pixel and said blue sub-pixel.

4. A liquid crystal displaying apparatus according to claim 3 characterized in that said function represented by said formula W = f(Ymax, Ymin) is a function which monotonously increases as a value of said Ymax value or said Ymin value becomes larger.

5. A liquid crystal displaying apparatus according to claim 3 characterized in that said formula of W is given by a function in which said Ymin is a variable with said Ymax

being a constant and in that said function represented by said formula W = f(Ymax, Ymin) is a function which monotonously increases as a value of said Ymin becomes larger.

6. A liquid crystal displaying apparatus according to any one of claims 1 to 5 characterized in that said digital input values Ri, Gi and Bi for said red, green and blue sub-pixels obtained from said input color image are converted respectively into RI, GI and BI as values having a dimension of luminance, and in that a relationship of RI:GI:BI = (RO+WO):(GO+WO):(BO+WO) is satisfied when luminance values for said red sub-pixel, said green sub-pixel, said blue sub-pixel and said luminance-enhancing sub-pixel are represented by RO, GO, BO and WO, respectively.